

# Hotel Business®



## Raffles Hotels & Resorts plots growth

BY HOTEL BUSINESS ON AUGUST 5, 2021

BRANDS, NEW-BUILDS

With newly appointed CEO Stephen Alden at the helm, Raffles Hotels & Resorts is on track to more than double its portfolio.

Later this year, the brand will open a second hotel in Dubai (The Palm), along with Bahrain, Udaipur and Macau. Next year and beyond, the brand will debut flagship locations in London (2022), Boston (2022), Doha (2022), Jeddah (2022) and Moscow (2023), among others.

“Raffles approaches every endeavor with the utmost thought, care and discernment; our global expansion is no exception,” said Alden. “With our pioneering spirit, we have sought out locations where we can really bring Raffles’ gracious welcome and tradition of excellence to life. Each new Raffles property is a destination in itself, and we are creating places where people want to be, in tune with our well-traveled guests’ contemporary lifestyles.”

Next year will see two watershed moments for the brand—with Raffles making its debut in North America and the U.K. Raffles Boston Back Bay Hotel & Residences comprises a distinctive hotel as well as exquisitely appointed residences.

Raffles London at The OWO and The OWO Residences by Raffles will be located within the Old War Office building, an architectural masterpiece originally completed in 1906.

## **2021 openings**

### **Raffles the Palm, Dubai**

Raffles the Palm Dubai is set to open its doors in Q4 of 2021. This will be the first Raffles resort on the Palm Jumeirah—a man-made island and archipelago. Raffles the Palm Dubai, located on the West Crescent, will have 389 rooms, suites and villas, each with a balcony and sea-view terrace, and offer eight bar and restaurant concepts.

### **Raffles Al Areen Palace, Bahrain**

A serene sanctuary known as ‘the island of a million palm trees,’ Raffles Al Areen Palace is located near the island’s protected wildlife park and reserve—home to a wide range of exotic animals and desert plants. The 78 one- and two-bedroom pool villas will feature living and dining areas, an intimate office and master bedrooms with ensuite bathrooms.

### **Raffles Udaipur, India**

Bringing this new-build site to life on a 21-acre private island in Udai Sagar Lake, the palatial Raffles Udaipur will have 101 rooms, each with a private pool.

### **Raffles at Galaxy Macau**

Raffles at Galaxy Macau will be situated within an architectural landmark featuring a glass airbridge that connects the two towers on every floor. Each of the 450 suites draws inspiration from a modern palazzo, with curated artworks and some featuring private pools and gardens.

## **2022 openings and beyond**

### **Raffles London at The OWO, UK**

Raffles London at The OWO will be the capital’s first Raffles property and in a storied building that served as Winston Churchill’s base during the Second World War and was the birthplace of Ian Fleming’s James Bond. Many original architectural details have been preserved while also allowing room for updated design elements. Comprising 125 rooms and suites, 85 residences, a collection of nine restaurants and bars and a spa, the hotel and residences, it is set to be completed in 2022 and will open to the public for the first time in more than a century.

### **Raffles Boston Back Bay Hotel & Residences**

Raffles Boston will be the brand’s first mixed-use North American venture, featuring both a hotel and private residences. The 35-story building will be a new landmark in Boston’s skyline, with 146 residences, 147 guestrooms and six restaurant and bar venues, including a sky bar and speakeasy. The three-story sky lobby, the first of its kind in Boston, will be the centerpiece of the property, complete with a grand staircase spanning the 17th, 18th and 19th floors.

### **Raffles Doha, Qatar**

A cultural tribute to Qatar’s heritage, the Iconic Towers in Lusail, a representation of Qatar’s national

seal, will be home to the new Raffles Doha. The property will have 132 suites and 49 branded apartments and include entertainment and recreational facilities, boutique shopping, movie theaters, restaurants and a cigar lounge, as well as a variety of meeting spaces.

#### **Raffles Jeddah, Kingdom of Saudi Arabia**

Inspired by the rich history of Saudi Arabia and Jeddah's old town architecture, Raffles Jeddah will have 181 guestrooms—including a wedding suite and penthouse suite with in-room entertainment—and 188 branded residences. Alongside six restaurants and lounges, there will be an extensive library, a spa with eight treatment rooms and a fitness club.

#### **Raffles Moscow, Russia**

The new flagship Raffles Moscow, located next to the Kremlin in Moscow, is expected to open in 2023—becoming the first Raffles hotel in Russia. The landmark hotel will offer 153 rooms across nine floors with views overlooking the Kremlin and Red Square. These will include 20 two-bedroom suites, 19 junior suites and two presidential suites with private terraces.